

**AD421 • ME445 • MKTG594 Motorola Project**  
Spring Semester, 2009**Stephen Melamed**, Industrial Design, College of Architecture+Arts  
**Albert Page**, Marketing, College of Business Administration  
**Michael J. Scott**, Engineering, College of Engineering**Assignment**      **No. 15** :: B.O.P.**Project Description**

As your team begins to move forward towards that single most compelling proposal for Motorola, it is extremely helpful for the team to create physical manifestations of the various *what ifs* so that everyone on the team can easily visualize the concept and fully grasp the idea or story behind the concept. These types of very early, low fidelity mock-ups are called **Behavioral Observation Prototypes** (BOPs).

These early mock-ups assist the team in clarifying the idea, making the idea more concrete by having to represent it as a physical entity. These embodiments also become a strong facilitator for discussion and examining the *use case scenario*. In addition to fabricating these mock-ups which will force the team to consider its place within the context of an environment as well as the physical dimensions the concept might occupy, these mock-ups will allow the team members or selected individuals to interact with the concept and discuss how it might work and under what circumstances it might be used, and how.

If your team's concepts are more software/system based, create non-electronic representations of screens. It is significant to also provide ways to understand how the participants would navigate through the concept.

*This is an iterative process.* The teams should create these low fidelity mock-ups using foam core, urethane foam, existing parts cobbled together, or whatever suitable material that will allow you to quickly visualize the concept. However, make every attempt to keep these mock-ups as neat, clean, and precise as is possible in order that it be the most representative of your concept as is possible. Ask the participants to *imagine how they might interact with the concept as if it were real* (obviously, the team must fully explain what the concept is). Use the BOPs as discussion tools, create a complete story of its use, test the concept with others, record your observations and continue to improve the concept by incorporating new insights gained along the development path.

**Project Requirements**

1. Fabricate (full scale) BOPs for each one of your team's top ideas.
2. Use the BOPs to facilitate discussion, revisions, refinements within the team.
3. Test the BOPs with selected participants within the appropriate environments.
4. Record your observations of the interaction, build upon the *use case scenario*.
5. Revise the concept according to user feedback.
6. Continue to iterate, re-work, and improve the concept(s).

**Due Date**      Tuesday, March 3 ...on-going through MidTerm